

HOME



INTENDED AUDIENCE

Warby Parker's target audience likely includes young adults/college students, around 18-25 years old, with a penchant of minimalistic, fashionable eyewear for a relatively reasonable price. The main action the site is hoping a user will accomplish entails that a viewer and potential customer can navigate through the company's products and multiple tabs. This is attainable through the site's clean and minimalistic design (simultaneously representing the brand) and simple usability—making it immensely successful in relation to accessibility and visual aesthetics for users to explore the site.

WARBYPARKER.COM